

Marketing Green Power - 101

Eleventh National Renewable Energy
Marketing Conference

San Francisco, California



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Salesmanship



**"Everything on your resume was lie.
I like that. Welcome to sales!"**

Recruiting Prospects for Green Power

(Adapted from Learning Tree International Course on Professional Selling Skills)

Central to the Professional Selling Skills is Effective Communication.

You cannot sell if you do not know your product or understand what motivates your prospect.

Professional Selling Skills are a systematic approach to uncovering needs and goals that are important to your prospect and which can be met with the product or program you are selling.

Marketing Renewable Energy - 101

Before the Call

- Know Your Product/Benefits
- Know Your Prospect;

On The Call

- Opening
- Confirm Customer Needs;
- Communicate Benefits that Support Needs;
- Confirm Agreement with Customer;
- Ask for Commitment!

Marketing Renewable Energy - 101

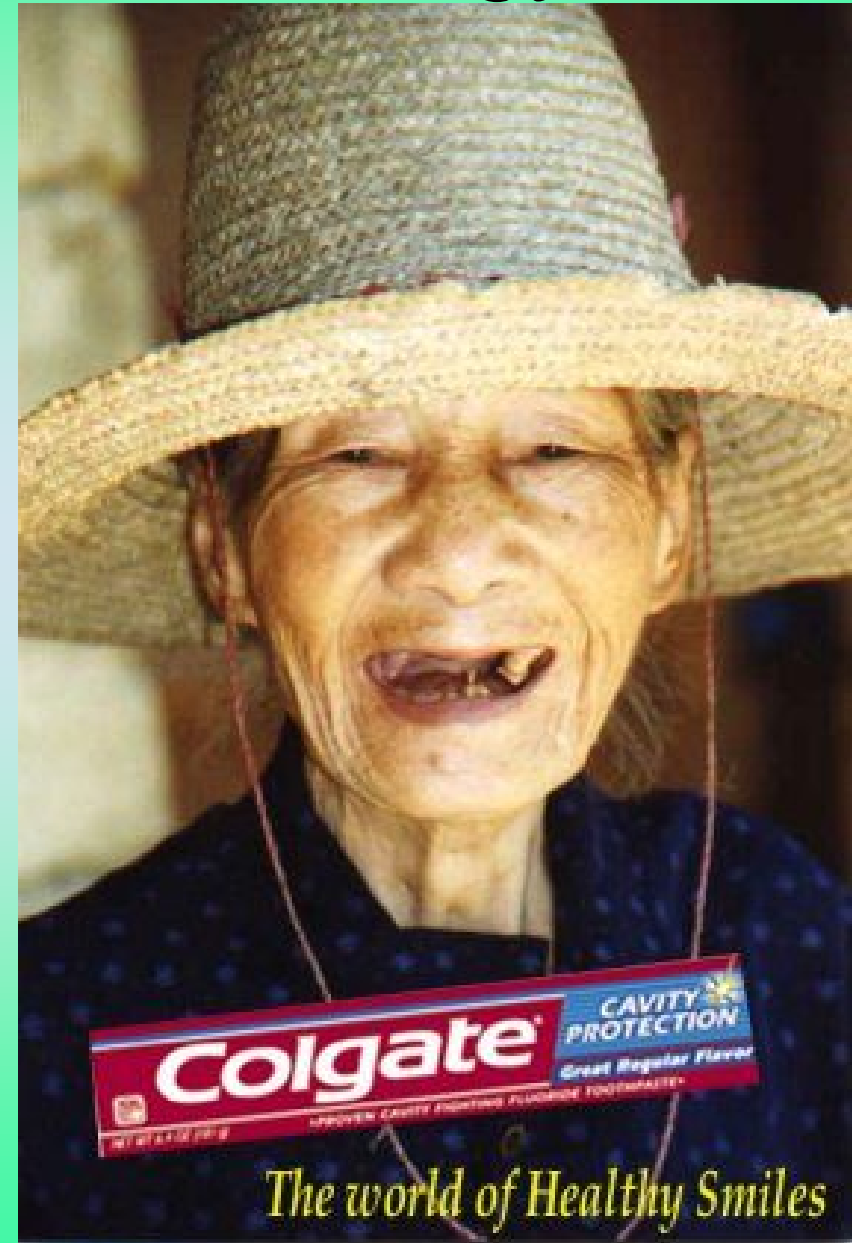
Believe in
your product!

Show that you
use your
product!!

Marketing Renewable Energy - 101

Believe in
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Know Your Product

Renewable Energy Certificates (RECs)

- What is Included/What is Excluded?
- MWHs of Qualified R.E (Certificate):
 - Solar
 - Wind
 - Biomass/Biogas
 - Hydro/Tidal/Wave
 - Geothermal
- Environmental Emission Reductions (Attached Checklist):
 - Sulfur Dioxide
 - Nitrogen Oxide
 - Carbon Dioxide
 - Particulates
 - Other

Know Your Product

Some think that a REC must include every environmental benefit that could possibly be linked to it.

Renewable
Energy
Certificate



Claimed
Environmental
Benefits

Know Your Product

What Is a REC?

US EPA



- RECs are not sufficient to assert title to verified emission offsets
- RECs are not allowances or emission reduction credits
- RECs cannot be used to offset emissions from tailpipes or smokestacks
- **RECs Represent MWHs of generated Renewable Energy and offset use of fossil fuel generated electricity**

Know Your Product

RECs and Green Power

US EPA



- **RECs fulfill Green Power Partner Requirements;**
- Direct Emission Impacts not Necessarily Part of the REC;
- All RECs Represent New Renewable Energy

Benefits



A Positive Checklist Approach:

“The following environmental assets are transferred in this transaction:”

- ✓ 1. Indirect emission reductions due to displacement of grid-connected, fossil-fueled electrical power
 - The seller relinquishes all claims to indirect emission reductions or credits
 - The seller transfers to buyer the rights to make claims
 - Seller can retain rights to direct emission reductions
 - Displaced CO2 emissions must not be subject to a regulatory emission cap and trade program

From ERT EcoPower Standard www.ert.net/pubs/EcoPowerStandard.pdf

and

Benefits



A Positive Checklist Approach:

2. Quantified direct reductions of greenhouse gas emissions (e.g. methane destruction)

- Baseline analysis and verification report required
- Verified direct emission reductions attached to this REC or block of RECs include:
 - Yes No : verified CO₂ emission reductions
 - Yes No : verified CH₄ emission reductions
 - Yes No : verified N₂O emission reductions
 - Yes No : other verified GHG emission reductions (specify)

From ERT EcoPower Standard www.ert.net/pubs/EcoPowerStandard.pdf

or.....

Benefits



A Positive Checklist Approach:

3. Allowances, credits or tradable permits issued by an authorized regulatory agency.
- Additional environmental assets attached to this REC or block of RECs include:
 - Yes No : CO₂ allowance or credit
(additional documentation required)
 - Yes No : NO_x allowance
(additional documentation required)
 - Yes No : SO₂ allowance
(additional documentation required)
 - Yes No : other authorized credits or allowances
(specify): _____

or.....

Benefits



ERT

A Positive Checklist Approach:

4. Other quantified direct environmental benefits.

- Baseline analysis and verification report required.
- Verified direct environmental benefits attached to this REC:
 - Yes No : reductions of local or criteria air pollutants
(not included in 1, 2, & 3 above)
(specify):_____
 - Yes No : other non-air benefits (e.g., water quality
improvements)
(specify):_____

or.....



Benefits

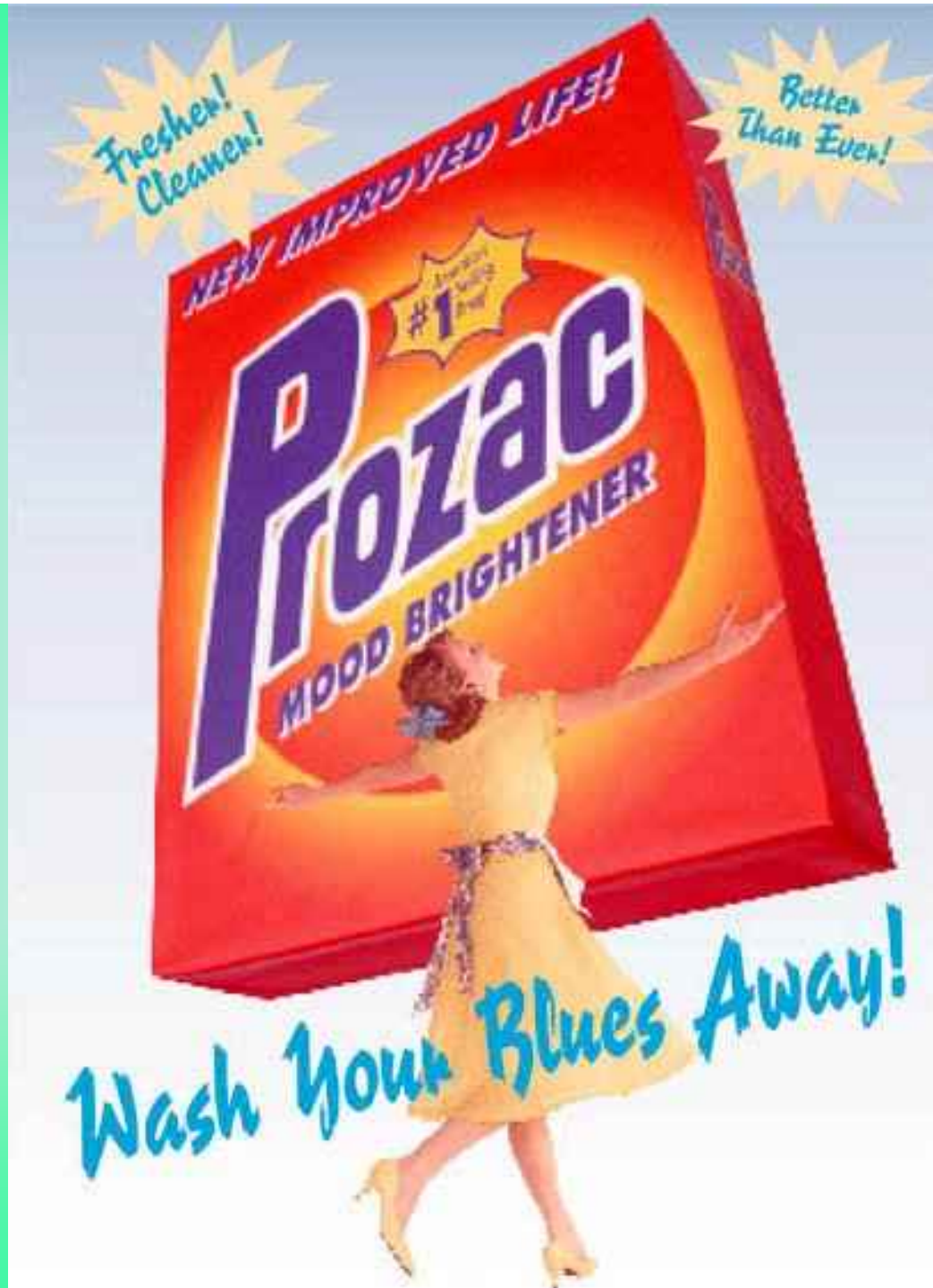
A Positive Checklist Approach:

4. Other quantified direct environmental benefits.

- Baseline analysis and verification report required.
- Verified direct environmental benefits attached to this REC:
 - Yes No : reductions of local or criteria air pollutants
(not included in 1, 2, & 3 above)
(specify):_____
 - Yes No : other non-air benefits (e.g., water quality
improvements)
(specify):_____

5. Agreement to handover specific environmental benefits that may be awarded in the future.

Benefits



Recruiting Prospects for Green Power

Pre-Call Preparation

Research Customer

Prepare

Positioning Statement

Several Open Probes (3-4)

Open probes allow the respondent to expound freely. Open probes start with:

How do you... What are the ... Describe the ... Tell me about... Why does ...

2 Objectives for Close (Primary and Backup)

For example: Signed Letter of Intent

or Return Date Scheduled for Presentation

Research Your Prospect

Recruiting Prospects for Green Power

Pre-Call Preparation

Research - Key Drivers for Green Power Purchasing

- Social Profile (Use Green Tags)
- Risk Management (Fixed Cost Procurement)
- Reliability (Distributed or Onsite Generation)
- Corporate Environmental Commitment
- Business Interest



Gill attributed his success as his company's top selling orthodontics salesman to his ability of identifying and targeting new markets.

Recruiting Prospects for Green Power

Pre-Call Preparation

List of Tools and Props

Use tools and props during a sales presentation only to support a need or overcome an objection.

- 1) Procurement Guide
- 2) Fact Sheet
- 3) Show Case Example
- 4) Newsletter
- 5) Letter of Intent
- 6) Cheat Sheet
- 7) List of Voluntary Environmental Programs
- 8) Emissions Report

Opening

Recruiting Prospects for Green Power

Positioning Statement

Propose an Agenda, eg:

**“Today I would like to identify your Environmental Goals;
Discuss your Corporate Energy Guidelines;
Review EPA’s Green Power Program and talk generally about Green Power;
Discuss the Benefits Offered by our Product;
and explore ways in which your Company might wish to participate**

State the Value to the Customer

Check for Acceptance

If Yes, Proceed; If No, limit the agenda and try again

Recruiting Prospects for Green Power

Open Probing to Uncover Opportunities

Open Probing Statements to Find Opportunities

“What do you like best about your Company?”

“What corporate goals or values stand out as the most important in your Company?”

“How does your Company view its Business in Relationship to the Environment?”

“How does your Company view its Energy Requirements?”

Focus Open Probing Statements to Trace Out Effects and to Identify a Need

“How has your company’s position on the environment enhanced business?”

“How have energy supply issues affected your company?”

“What difficulties have you had in raising awareness of your activities in this area?”

Recruiting Prospects for Green Power

Closed Probing to Confirm Needs

Closed Probing to Confirm a Need

A closed-probe question can only be answered with a “yes” or “no”. Example:

“If your company was recognized for purchasing green power would it increase business?”

“If it were possible to procure green power from a low cost source that also reduced risk of power failure would you want to know more about it?”

“Does increasing your company’s portfolio of ghg emission offsets matter?”

Getting to the Language of Needs

“Would it be important to do something about that?”

“Would you want to find a way around that problem?”

“Is this important enough that you would want to take action ?”

Transition to Green Power Preso (to support needs)

“You’ve said that it is important to ... can I show you how our Green Power helps you.... ?”

Recruiting Prospects for Green Power

Supporting Needs

Acknowledge each Need and Describe the Relevant Features & Benefits of your Green Power Product in the Presentation

“You said that finding a source of renewable energy that also diversifies your energy portfolio is important. Through involvement in our Green Power Program our account managers will help you identify new sources of renewable power”

“You said that improving your company’s environmental image is important to building employee and customer loyalty. With the advertising and promotion undertaken to highlight companies success in our Green Power Program they have been able to visibly improve their environmental commitment and increase customer business”

You said that it was important to enhance the company’s ghg emission profile and to chart ghg progress. Through purchasing our Renewable Energy Certificates with added ghg benefit we can show you how to reduce your company’s ghg emissions.

Check for Acceptance

You need to gain acceptance for at least three needs before heading to a trial closing

Differentiate Your Product

Our Solar RECs come from Low Income Homes in the City of Chicago



Recruiting Prospects for Green Power

Closing

Check for Completeness

“Have we covered everything? Any Questions?”

Review the Needs and how they are supported by the Benefits

“You said you were seeking to enhance your environmental standing in the business world, ... etc.”

“As we discussed our Green Power Program provides recognition for purchasing renewable energy which will increase your environmental standing.”

“Do you agree?”

Ask for Commitment

“Becoming a customer of our Green Power Program is as easy as signing this LOI. Can you sign it now?”

“What is the process for getting this LOI signed to enter your organization into the program?”

Recruiting Prospects for Green Power

Handling Objections/Concerns!



Recruiting Prospects for Green Power

Handling Objections/Concerns

Probe to Understand the Exact Nature of the Concern

(3 Kinds of Objections or Concerns)

Skepticism

Misunderstanding

Drawback

Recruiting Prospects for Green Power

Handling Objections/Concerns

Skepticism

Acknowledge the Concern

Offer Proof

Example Concern:

“I don’t believe that we can procure green power for less than commodity electricity”

Response:

“I can see why electricity that costs more than your current supply would be a problem for your organization.”

“This showcase example shows just how ABC Corporation are actually lowering their cost for electricity by installing their own solar roofs.

Use Case Studies



ABC Saves Money

- Roof Replacement \$\$'s
- Insulation/Energy Saving \$\$'s
- Energy Production \$\$'s
- Sells RECs \$\$'s

Recruiting Prospects for Green Power

Handling Objections/Concerns

Misunderstanding

Confirm the Need behind the Objection

Support the Need

Example Objection:

“Our state does not provide electric choice and we cannot afford to put up our own solar roof or wind turbine.”

Response:

“You said your company would be interested in finding ways to purchase green power.”

“Our Green Power Program works with you to identify alternatives such as Renewable Energy Certificates that can be traded from areas where renewable energy is plentiful.”

REC Case Study



Metropolis Buys Wind RECs from Wind Plant 150 miles away in another State and uses NOx credits to meet their SIP.

Recruiting Prospects for Green Power

Handling Objections/Concerns

Drawback

Acknowledge the Concern

Refocus on the Bigger Picture

Outweigh the Drawbacks with Previously Accepted Benefits

Example Concern:

“We are exploring a lot of alternative energy options but your program only recognizes a few. We don’t want to ignore these other options”

Response:

“I understand you don’t want to readjust your energy strategy for our Renewable Energy Certificates.”

“However, remember, our Green Power Program is going to focus attention on what you purchase that is Green Power and this attention will increase your environmental position and possibly even mitigate concerns that other environmental groups might have with your other energy options.”

XYZ Corporation Transformed Themselves



XYZ Corporation Transformed Themselves



Recruiting Prospects for Green Power

Second Closing

You are ready to ask for Commitment Again!!

Check for Completeness

Review the Needs and how they are supported by the Benefits

Ask for Commitment

Review Next Steps



Questions?



Photo Courtesy of Mother Earth News

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